

## Revenue Enhancement through Upselling for Leading Telco on Inbound calls



### The business challenge

Upselling of recharge data packs on Inbound helpline to generate revenue from existing subscriber

- No framework & specialized partner to deliver Cost to serve benefit through inbound upselling without impacting the process AHT.
- Increase product awareness for high demand Data / Voice bonus packages to increase revenue

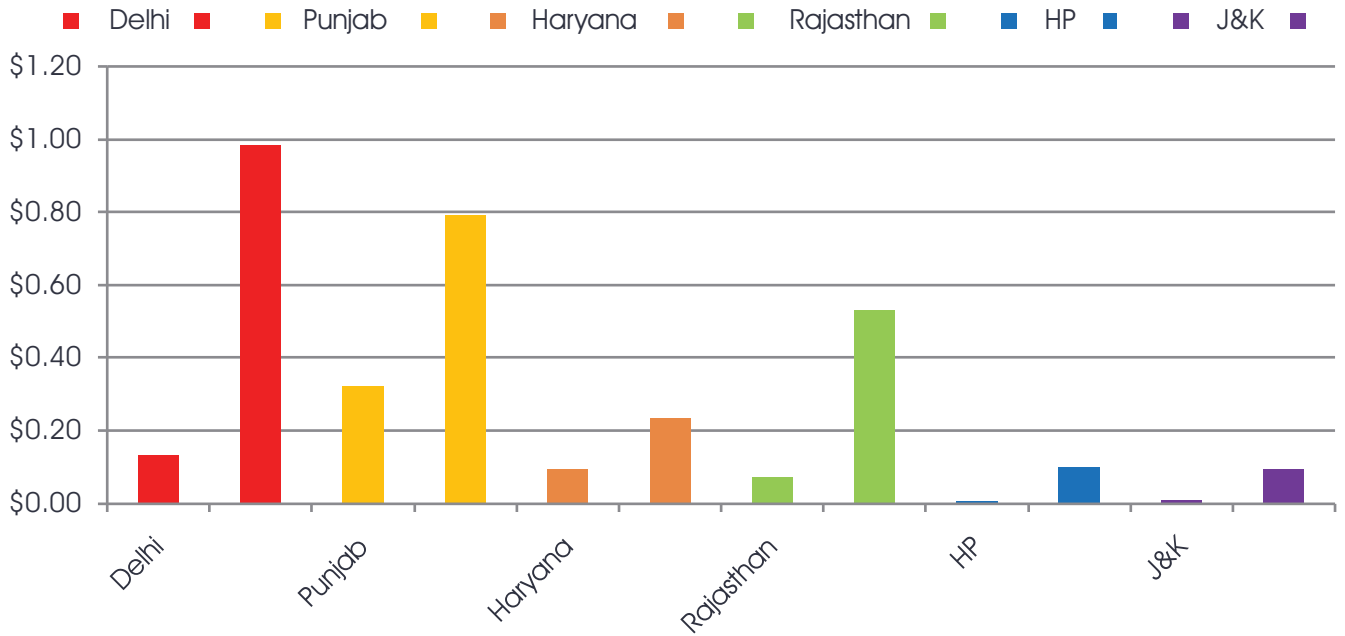
### The Solution

- Return on Investment against the billing to be shown
- Profitable contact center

### What We Did

- Identify the lean hours to pitch.
  - Incentive programs were designed by ISON & the Client.
  - Low AHT agents were deployed to upsell.
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### REVENUE DIFFERENCE IN A YEAR



**Earning recurring & higher revenue from existing subscribers.**  
**Turned cost center into a profit center.**

### MILESTONES & ACHIEVEMENTS

#### Year 1

APPROX. USD 0.62 MILLION

#### Year 2

APPROX. USD 2.72 MILLION – 300% + GROWTH